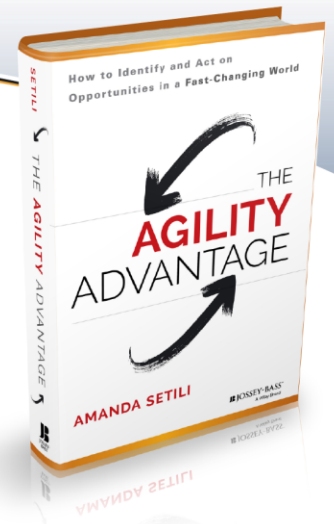


Table 6.1 Using a Company from Outside Your Industry as an Exemplar



**Exemplar Company
Characteristics**

Example

Benefit

**How Can We Apply This
to Our Business?**

Exemplar Company Characteristics	Example	Benefit	How Can We Apply This to Our Business?



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